



2021 Annual Report

~Executive Committee~

Chair: Cindy Craven, *Rodan+Fields*

Chair-Elect: Debi Lagueruela, *Trinity Furniture*

Vice-Chair: Lori McCroskey, *Randolph Community College Foundation*

Division Chairs:

Economic Development: Lewis Dorsett, *City of Archdale*

Community Development: Misty Wolfe, *State Employees Credit Union*

Membership Development: Lorie McCroskey, *RCC Foundation*

Special Events: Amber Scarlett, *Heart of NC Visitors Bureau*

Secretary: Jessica Percival, *Tempur+Sealy, Inc*

Treasurer: Betsy Lowder, *United Way of Greater High Point*

Triad Liaison: Darrell Frye, *Randolph County Commissioners*

Past Chair: Kim Cates, *Rickety Bridge Winery*

~Board of Directors~

Debbie Prince, *City Transfer & Storage* **Sherry Austin**, *Goodwill/Central NC*

Beth Koonce, *Roberson Haworth & Reese* **Bill Foster**, *Randolph County Farm Bureau*

Luke Hollingsworth, *Holly Ridge Golf Links* **Matt Shaw**, *Archdale Public Library*

Randy McNeill, *Davis-Martin-Powell* **David Blalock**, *Express Employment Professionals*

Tonya Monroe, *Randolph Community College*

Marty Heim, *Marty Designs* **Luke Richardson**, *Guil-Rand Fire Protective Association*

Jocelyn Moon, *Archdale Parks & Rec* **Allen Shives**, *Lights Out Graphics*

Lisa Hayworth, *Randolph Partnership For Children* **Carol Hamilton**, *The Wet Whistle Co.*

Tommy Johnson, *City of Trinity* **Kent Beck**, *Beck & Associates*

Mission:

We are a membership organization that serves as the voice of business and enhances economic opportunities which foster a sustainable community

Vision:

To be the business resource of choice for its members and the community

Many programs and events were cancelled/postponed/modified due to ongoing COVID-19 restrictions.

Community Development

Division Chair: Misty Wolfe

Mission: To develop programs and services that provide personal and corporate growth and address issues facing our community.

Education

Chairperson: Misty Wolfe

**Evaluate, monitor and support community educational systems *Serve as liaison between schools and community college to communicate workforce needs *Attend Board Of Education Meetings *Support State FBLA DECA & Schools USA conventions & Academy of Hospitality & Tourism*

Staff and Board Members attended Board of Education meetings, in-person and virtually

Government Relations

Chairperson: TDB

**Be perceived as voice of business *Host lunch with Lawmakers *Maintain a high-profile presence at local government/community meetings *Monitor/ communicate/act on local state, and federal issues which impact business*

Staff and Board Members attended local and county meetings; participated in variety of county and state meetings (Broad Band meeting/sharing of survey with members, Mega site meetings/sharing information with members, etc..)

Membership Development

Division Chair: Lorie McCroskey

Mission: To preserve existing jobs and sustain job growth in the Archdale-Trinity Community by developing membership, increasing benefits and improving services

Membership Development & Retention

Chairperson: Lorie McCroskey

**Continue recruitment efforts utilizing commissioned agent & staff* Develop programs to help members better use Social Media during this time of change*Continue to develop strong retention program*Promote & Conduct monthly Coffee & Conversations*Host 1 recruitment Campaign*Involve all committee members in recruitment*Improve New Member On-boarding*Develop Chamber 101 refresher course for members*

Recruited 10 new members; retention rate = 93.2%; hosted 5 Coffee and Conversations (in-person and virtually)

ATTUNE

Chairperson: Mark Grantham

**Grow membership by 25% *Increase program awareness*

**Assist with chamber member recruitment *Invite Chamber members to speak at 1 meeting/month*

Recruited 3 new members; hosted 4 speakers at meetings; held in-person and virtual meetings

Chamber Connections

Chairperson: TBD

**Expand group to include key industry sectors*Help members grow their businesses through a professional referral program that develops long-term meaningful relationships.*

Meetings postponed.

Economic Development

Division Chair: Lewis Dorsett

Mission: to develop programs that enhance the Archdale-Trinity community by providing commercial and retail growth and help bring new jobs to the community

Economic Development Committee

Chairperson: Randy McNeill

**Grow Committee & diversify industry participation *Maintain/monitor website to accommodate developer needs*Assist R/C EDC *Serve as liaison between cities and economic development professionals *Monitor transportation issues*Prepare community for projected growth * Monitor need for multi-family housing *Serve as Liaison between DOT & Business Community During construction*Develop strategies to assist merchants through road construction process*Support Archdale's Plan Archdale*Promote Business Counseling*

follow DOT issues such as roadway upgrade project, supportive of new subdivision and business DOT related needs like public hearings related to lane and turn additions to roadway to meet new site needs; Inform membership of upcoming or potential upcoming projects that will impact community growth; attended and took part in development of Archdale's growth plan

Tourism Development Committee

Chairperson: Amber Scarlett

**Collaborate with area events/attractions to expand visibility of community *Support merchant community *Host 2 Junior Golf Tournaments *Support Small Business Saturday *Attend Ribbon-Cuttings *Grow Committee & diversify industry participation*

Hosted combined Jr. and TOT Golf tournaments bringing in out-of-town guests for 2 days

Special Events

Division Chair: Matt Shaw

Mission: to provide events that enhance chamber membership, improve the quality of life of the community, and promote Tourism

Golf Tournament

Chairperson: Nick Cromer

**Conduct annual spring event and grow participation and sponsorships*

Held fall event; maintained participation and sponsorships.

Reverse Raffle

Chairperson: Tonya Monroe

**Evaluate event to increase participation and revenue*

Postponed until 2023.

Chamber Day @ Holly Ridge

Chairperson: TBD

**Host a player event in partnership with HRGL
Held successful event with great participation and sponsorships.*

Executive Division

Division Chair: Lorie McCroskey

To evaluate procedures, policies, and organizational structure of the chamber and maintain the financial stability of the organization

Executive Committee will have oversight of

▪ **Staffing**

**Complete procedures manual *Evaluate staff benefits & responsibilities
*Develop new staff evaluation tool *Provide additional training opportunities*

▪ **Facilities**

**Evaluate facility needs annually*

▪ **Nominating of Directors/Officers**

**Annually analyze composition of board and recruit directors to reflect a balanced representation of the community and membership*

**Conduct new board members orientation*

Maintained current board members

▪ **Strategic Planning**

**Develop disaster/recovery plan*

Postponed

▪ **Resource Development**

**Develop opportunities to increase chamber resources *Evaluate major fund-raisers
Continuously evaluated fund raising options; created and held successful new event (Spring Gala);*

▪ **Annual Meeting**

**Host successful event*

Postponed due to COVID-19 restrictions/concerns

▪ **President Evaluation**

**Annually evaluate chamber president, benefits, & responsibilities*

Postponed

Awards Committee

Chairperson: Luke Hollingsworth

**Annually review/evaluate awards nominating and selection procedures and make recommendations for change *Annually conduct awards program*

**Identify strategies to increase participation*

Postponed due to postponement of annual meeting

Finance Committee

Chairperson: Betsy Lowder

**Develop annual budget *Oversee financial operations of the chamber *Create a financial plan*

Monitored financial situation during pandemic's ongoing impact; implemented strategies to keep chamber financially sound with reduced revenues; developed 2022 budget to reflect pandemic influence

Technology Committee

Chairperson: John Harrison

- *Maintain oversight of website*
- *Oversee office software/hardware needs*
- *Expand/Grow committee*
- *Identify uses of technology to improve staff efficiency*

Implemented on-line accounting program; utilized TEAMS for all meetings; updated booking program

Marketing Committee

Chairperson: Jocelyn Moon

- *Expand Social Media Presence by expanding platforms & setting up scheduled posts*
- *Enhance chamber branding*
- *Work with committees to enhance marketing for their programs/event*